



WPTV
1100 Banyan Blvd.
West Palm Beach, FL 33401
(561)655-5455

CONTRACT

And:

McLaughlin & Associates
919 Prince Street
Alexandria, VA 22314

| | | |
|---|--|--|
| <u>Contract / Revision</u> 307531 / | | <u>Alt Order #</u> |
| <u>Product</u> Keeping Citizens First | | |
| <u>Contract Dates</u> 08/10/12 - 08/14/12 | <u>Estimate #</u> 365 | |
| <u>Advertiser</u> Keeping Citizens First | | <u>Original Date / Revision</u> 08/09/12 / 08/09/12 |
| <u>Billing Cycle</u> EOM/EOC | <u>Billing Calendar</u> Broadcast | <u>Cash/Trade</u> Cash |
| <u>Station</u> WPTV | <u>Account Executive</u> Marta Salazar-Perren | <u>Sales Office</u> EWS - Washing |
| <u>Special Handling</u> Duplicate Invoice | | |
| <u>Demographic</u> Adults 25-54 | | |
| <u>IDB#</u> | <u>Advertiser Code</u> | <u>Product Code</u> |
| <u>Agency Ref</u> | | <u>Advertiser Ref</u> |

| *Line | Ch | Start Date | End Date | Description | Start/End Time | Days | Length | Spots/Week | Rate | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-----------------|----------------|------|---------|-------------------|-------------|------|-----------|--------------------|
| N 1 | WPTV | 08/10/12 | 08/14/12 | M-F 7-9a | 7-9a | | :15/:15 | | | BK | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 1----- | | | | 1 | \$2,500.00 | | | |
| N 2 | WPTV | 08/10/12 | 08/14/12 | M-F 9-10a | 9-10a | | :15/:15 | | | BK | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 11----- | | | | 2 | \$650.00 | | | |
| N 3 | WPTV | 08/10/12 | 08/14/12 | M-F 10-11a | 10-11a | | :15/:15 | | | BK | 2 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 11----- | | | | 2 | \$600.00 | | | |
| N 4 | WPTV | 08/10/12 | 08/14/12 | M-F 12n-1p | 12-1p | | :15/:15 | | | BK | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 11----- | | | | 2 | \$500.00 | | | |
| N 5 | WPTV | 08/10/12 | 08/14/12 | M-F 6-630p | 6-630p | | :15/:15 | | | BK | 2 | \$4,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 1---1-- | | | | 2 | \$2,000.00 | | | |
| N 6 | WPTV | 08/10/12 | 08/14/12 | M-F 11-1135p | 11-1135p | | :15/:15 | | | BK | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | <u>Spots/Week</u> | <u>Rate</u> | | | |
| Week: | | 08/10/12 | 08/16/12 | 1----- | | | | 1 | \$2,000.00 | | | |
| Totals | | | | | | | | | | | 10 | \$12,000.00 |

| Time Period | # of Spots | Gross Amount | Net Amount |
|---------------------|------------|--------------------|--------------------|
| 07/30/12 - 08/14/12 | 10 | \$12,000.00 | \$10,200.00 |
| Totals | 10 | \$12,000.00 | \$10,200.00 |

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

This station does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race, gender or ethnicity. Advertiser hereby certifies that it is not buying broadcasting air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race, gender, national origin, or ancestry.

We certify that the advertising sales practices and this advertising sales agreement do not discriminate on the basis of race or ethnicity.